

PLAYERS LIGHTS 25's
FACTORY SHIPMENTS

| | | TOTAL U.S. | | | | | | | | | |
|------------------------|------------------------|--------------|-------------|------------------------|-----------------------|--------------|-------------|------------------------|-----------------------|------------------------------|-----------------------|
| <u>Base Period</u> | <u>Week Ending</u> | <u>Kings</u> | | | | <u>100's</u> | | | | <u>Total</u> | |
| | | <u>Reg.</u> | <u>Men.</u> | <u>Total Kings</u> | <u>4 Wk. Mov.</u> | <u>Reg.</u> | <u>Men.</u> | <u>Total 100's</u> | <u>4 Wk. Mov.</u> | <u>Players Lts. 25's</u> | <u>4 Wk. Mov.</u> |
| 1 | 12/06* | 1.05 | .42 | 1.47 | | 1.04 | .41 | 1.45 | | 2.92 | |
| 2 | 12/13** | .16 | .11 | .27 | | .16 | .10 | .26 | | .53 | |
| 3 | 12/20 | .09 | .05 | .14 | | .09 | .05 | .14 | | .28 | |
| 4 | 12/27** | .64 | .17 | .81 | .67 | .65 | .17 | .82 | .67 | 1.63 | 1.34 |
| 5 | 1/03 | | | | | | | | | | |
| 6 | 1/10 | | | | | | | | | | |
| 7 | 1/17 | | | | | | | | | | |
| 8 | 1/24 | | | | | | | | | | |
| 9 | 1/31 | | | | | | | | | | |

* Reflects 7 days of shipments, plus initial promotional allocations.

** Includes promotional allocations.

2042085636

PLAYERS BLACK
FACTORY SHIPMENTS

Base Period
(May '85 - Oct. '85)

| | | TOTAL U.S. | | | | | | |
|-------------------|----------------|------------|------|-------|-------|------|-------|------------------|
| Base Period | Week Ending | Kings | | | 100's | | | Total Players |
| | | Reg. | Men. | Total | Reg. | Men. | Total | |
| | | .08 | .05 | .13 | .06 | .04 | .10 | .23 |
| 1 | 12/06 | .06 | .03 | .09 | .05 | .03 | .08 | .17 |
| 2 | 12/13 | .07 | .04 | .11 | .05 | .03 | .08 | .19 |
| 3 | 12/20 | .08 | .05 | .13 | .06 | .03 | .09 | .22 |
| 4 | 12/27 | .08 | .05 | .13 | .06 | .04 | .10 | .23 |
| 5 | 1/03 | | | | | | | |
| 6 | 1/10 | | | | | | | |
| 7 | 1/17 | | | | | | | |
| 8 | 1/24 | | | | | | | |
| 9 | 1/31 | | | | | | | |
| Latest 4 Wk. Avg. | | .07 | .04 | .11 | .06 | .03 | .09 | .20 |
| Difference | | -.01 | -.01 | -.02 | .00 | -.01 | -.01 | -.03 |

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